



Character-based leadership in improving guest service quality at premiere hotel tegal

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ABSTRACT

A leader has good character, unique qualities, habits and personality that make him the characteristics of a leader. Leadership is the process of directing and influencing the activities of people in a group. Leadership means involving other people, especially subordinates or staff who are led. A leader's problems usually arise from satisfaction with the quality of service provided to hotel guests. A leader must be able to adapt to surrounding circumstances and control them. The aim of this research is that a leader can develop leadership qualities that will help adjust the quality of hotel guest services and make the value of the hotel known to more people. Service quality includes the punctuality provided by the hotel to guests in accordance with expectations to meet needs. The method used in this article is qualitative. The results of this research are that character-based leadership are able to improve the quality of service to hotel staffs to own the sense of self-confidence needed to provide quality hotel services to guests.

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1. Introduction

A leader has a good character, unique traits, habits and personality that make it the characteristics of a leader. The behaviour of a leader can be used as a reflection of others so that it becomes a picture that can be applied to his leadership. Good management according to Pangkey et al. [1] is very important to achieve company goals related to efforts to achieve company goals, one of which is the leadership style used in every company and every work environment. Everyone has a different character depending on

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their personality and the environment they live in has a diversity that has an impact on the leadership of the organization or company, especially in hotels.

The diversity that has an impact on a leader affects the surrounding conditions so that it can be explained that Leadership according to Mulyono [2] is the process of directing and influencing the activities of people in a group. Leadership means involving other people, especially subordinates or staff who are led. A leader must be able to adapt to the surrounding circumstances and control them. Leaders must also be able to organize and create a pleasant work atmosphere, and help employees feel comfortable and increase discipline in completing work. This means that every leader must pay special attention to developing, mobilizing and directing all the potential of employees in their environment so that company goals can be achieved [3].

Leaders can use creative approaches to ensure that staff members have the necessary confidence to deliver quality hotel services to guests. Leaders must also be able to select their employees carefully to ensure the hotel runs smoothly. In this article, we study the problems of leaders in the hospitality industry in improving service quality, skills and strategies that can increase the personal influence of leaders on service quality to create character for leaders and guests. The solution to improving service quality lies in leaders having their own way of interacting with guests.

Character according to Verah et al. [4] is one of the key factors that determine the success of an organization. Someone has a good character, there will be a sense of confidence which in turn will give rise to a leader. A person's character will be revealed if applied to a business, especially to a hotel that has the aim of improving the quality of service to guests. Knowing the strengths and weaknesses of a leader will help evaluate the future performance of other employees and hotel managers. From various personalities, it can be seen that someone is good at communicating, body language, and has a disciplined personality or nature and has the habit of respecting time to build character. Leaders must be able to make decisions and know that two-way communication is important.

Effective leaders have communication skills to convey messages clearly and are open to criticism. Regarding attitude, of course there are behaviors whose personality will affect the level of performance of a leader by having a performance appraisal. Therefore, the main purpose of the performance appraisal system according to Simamora in Sutya et al. [5], providing accurate and valid information about the behavior and performance of organizational staff. Companies must be able to use this information to determine the level of health and performance of their employees as leaders must show behavior that can be emulated by their employees.

Leader behavior is imitated by employees, especially in terms of good motivation so that it can be imitated by employees to encourage work at the hotel. Leadership behaviors such as attitude, personality, initiative, and insight of the leader will affect the level of leadership effectiveness. Staff will respond strongly to leadership if the leader can empathize and understand the needs of staff in carrying out their duties, this greatly affects the effectiveness of staff leadership. The effectiveness of a leader's performance is also very dependent on his leadership behavior, although his leadership ability is also greatly influenced by circumstances or situations. Leadership becomes ineffective if it does

not adapt to certain situations or circumstances [6]. In a certain behavior, a leader motivates employees to work well.

According to Rivai in [7] Motivation is a series of attitudes and values that influence individuals to achieve certain things in accordance with the aim to be seen and provide the power to encourage an individual who behaves from a person's desire to achieve his goals. The motivation provided can be in the form of positive motivation and negative motivation, positive motivation comes in the form of contributions or incentives so that staff are enthusiastic, work efficiently and effectively to carry out work accurately and precisely, for example by appreciating and rewarding exemplary people. Therefore, staff must set a good example for other staff in achieving better motivation rather than giving reprimands or punishments if the staff performs poorly or does not meet the standards applied in the hotel [8].

In addition to work motivation factors, the environment in which employees work is also important in improving employee performance. A good work environment and work motivation will result in better performance. All organizations, including business organizations, relate to the environment in which their activities take place. The work environment can create a binding working relationship between the people in the environment. Therefore, the work environment must be good. A good and conducive work environment makes employees feel comfortable, happy and excited in carrying out their duties, thus forming job satisfaction, and from this job satisfaction employee performance will also increase [9].

2. Literature Review

In the workplace, the leader will usually feel the pressure that the staff made a mistake someday, but the staff needs a leader who can provide support, motivation, and trust to ensure that the staff does not make a mistake again, but the opposite is true. In short, it's that negative attitude that creates feelings of insecurity in the workplace. This should be a question, introspection, and correction for the company and its leaders to get closer to the company emotionally [10]. The onset of a sense of pressure given by the leader because it aims to create conditions or physical or psychological imbalances that affect the emotions, thought processes and conditions of employees. Therefore, leaders are usually expected to be patient and calmly respond to whatever motivation is obtained at the hotel.

Leadership motivation makes the driver of staff performance a discipline in every job he does optimally. According to Singodimejo in [11], work discipline is a person's willingness and willingness to adjust and obey the standard rules that apply around him. Discipline as a form of awareness and willingness of a person to obey all organizational rules such as going home on time or doing his job properly according to company regulations and social norms that apply in society, especially in hotels Fathoni in [12]. Work discipline is obtained from both the leader and a staff from the results of work performance and is reflected in the value of attitude.

According to Schiffman and Kanuk in [13] attitude is an expression that reflects a person's pleasure or sadness, like or dislike, agree or disagree with a particular object. In this case, leaders develop attitudes towards various things, ranging from external and internal challenges, thus forming a better function to regulate the amount of information that

comes to them. Improving leadership capability is a process that is integrated with the process of improving the quality of human resources owned. Therefore, improving human resources is an activity that needs to be carried out in a planned, directed, intensive, effective and efficient manner [14].

Service quality is achieved through the personality of a leader who can understand what guests expect from a problem that needs to be solved by the hotel. Service quality is considered as one of the factors that must be achieved by a company, because it has the effect of attracting guests and can reduce the ability to get guests if the service quality is not satisfactory. Service quality according to [15] is the service provided by the hotel to guests in accordance with guest expectations to meet their needs and desires. Service quality includes speed of service to guests, willingness to meet guest needs, and successful delivery of goods or products. In serving guests, the hotel must provide the best service to maintain guest loyalty and satisfaction in using, consuming, and trusting the products provided by the hotel. Optimal service can get guest satisfaction and trust if it can provide high quality services in the form of goods and products that can distribute hotel services, goods, and products widely and are included in the hotel services they need. In the quality of services, a leader must also have loyalty given to guests. Loyalty is the tendency of an employee not to move to another company.

Loyalty affects employee comfort in working for a company and is the most important thing for every employee in every company or agency. Employee loyalty to the company is very necessary, especially in the hotel industry, because it is very difficult for a hotel to develop if it does not have very loyal employees. The development of a hotel is very dependent on the employees of the hotel. Therefore, it is very important to improve employee morale and maximize, that leaders have a significant influence on staff morale which is one of the factors that affect employee morale is motivating them to get their work done better.

Developing employees and building employee loyalty requires great leadership that increases productivity. The success or failure of an organization, whether business or public sector, is usually considered the success or failure of its leaders. Because of the importance of the role of leaders, the topic of leadership has become the focus of attention of researchers in the field of organizational behavior. Managers play a key role in developing and implementing organizational strategies especially in hotels Nimran in [16]. Employee loyalty drives high productivity, which ultimately improves the quality of hotel services. Because employees have fair rights and responsibilities, they can actually develop trust in their managers. The willingness of staff to provide services fully, consciously, and responsibly.

3. Method

This research uses a qualitative research method with a systematic literature review approach. A systematic literature review is a rigorous and auditable method for evaluating and interpreting previous research relevant to a particular phenomenon of interest [17]. Sugiyono in [18] "said in terms of data sources, data collection can use primary sources and secondary sources. Primary sources are data sources that provide direct data for data collection. Meanwhile, secondary sources are sources that do not provide data directly to data collection, for example through other people or through documents".

Literature study can generally be interpreted as a data collection technique by looking for information that has a clear source. Documentation studies are a complement to the use of observation and documentation methods in qualitative research. With qualitative research results will be higher if using or using office research methods in qualitative research methods [19]. In addition to the above methods, this research uses data in the form of journal documents obtained by journals on the website.

4. Results and Discussion

3.1 Hotel as a site of a character-based leadership

Hotels include accommodation for public use where, on vacation or business trips, guests usually stay in hotels. Tegal City is one of the regions in Central Java Province that has considerable fisheries potential. This was influenced by the geographical location of Tegal City which was located on the north coast of Java Island (Pantura) at coordinates 109° 08' - 109° 10' East Longitude and 6° 50' - 6° 53' South Latitude. In addition, Tegal city is very strategic because it is located at the intersection of three main trans Java routes to Jakarta, Semarang and Surabaya (Pantura road) and Purwokerto and Yogyakarta (Pantura road from the South). Tegal city borders the Java Sea in the north, Tegal regency in the east and south, and Brebes regency in the west.

Premiere Hotel Tegal is a 3 (three) star hotel located on Jalan Yos Sudarso 10, Mintaragen, in Tegal. Premiere Tegal Hotel has a location close to tourist destinations such as Balwas (Balaikota Lawas), Maritime Monument Park, Tek Hay Kiong Temple, Pantai Alam Indah (PAI), Water Tower, and other tourist destinations so that many guests come via the pantura route, and public transportation such as cars, buses and trains. Making the first choice of guests to stay both business trips and vacations. Premiere Tegal Hotel offers a themed concept for each room with a different background which makes it the main attraction.

In the business world, hoteliers are often the destination of various cities, making it a hotel as guest accommodation while staying. In hotels usually must provide a facility well so that guests feel at home to stay, the definition of a hotel according to [20] also commonly referred to as an owner-managed business that provides food, drinks, and accommodation for people who are traveling and can pay a reasonable amount based on the services received without any special agreement.

In the world of hotels also has a function that provides accommodation, food and beverages, and other services for guests who want to stay and the general public. The general function of a hotel is to provide quality service to guests who visit. However, along with the changing times and lifestyles, the function of hotels has also changed. The operation of a hotel requires proper management with the aim to sell three main products - renting out rooms, selling food and beverages, and renting out facilities - and generate profits Widanaputra in [21].

In hotels also have a level of stay decisions that can result in improved hotel services. The decision to stay at a hotel according to [22] is one of the most important things that can increase occupancy rates and hotel revenue. A number of factors influence consumer decisions to stay at a hotel, including the services provided and physical evidence of facilities. The decline in occupancy rates is due to the presence of new and old competitors

in the hospitality sector with better facilities in the area, so that occupancy rates decline due to consumer turnover.

Likewise, according to management, declining occupancy rates are often caused by guests who do not feel comfortable with service performance that is often perceived as slow and inefficient. Room occupancy rate is very important in every hotel business because it determines the current and future condition of the hotel, and has a significant impact on hotel revenue and operations. Therefore, hotel managers must implement the right strategies to increase hotel occupancy and revenue. The occupancy rate increases due to facilities, amusement parks and all other facilities provided by the hotel. Hotel occupancy rates vary because hotel occupancy rates usually increase at night. Therefore, a leader is very happy when profits increase.

At the time of access, hotel services can increase through the people who are in it and show the guests who stay at the hotel must be maximized and professional so that guests feel very happy when they are at the hotel. Because, guests will feel satisfied with the occupancy of a comfortable room because the hotel includes all the complete facilities for staying. Service is basically included in achieving guest satisfaction itself, and open services are easily accessible to everyone who needs and can be provided properly. Providing the best possible service to guests also includes hotel preparation for the comfort of guests. Therefore, hotels usually provide the best services to make their guests feel comfortable, but both employees and leaders know what it means to be a hotel. Thus, the hotel owner also provides the best facilities in utilizing everything to run smoothly, and it is all done by the hotel, either the owner or the leader, to include the number of rooms, facilities provided, existing facilities and service quality. Because its existence is influenced by the situation and changes from various performances within the hotel. Therefore, if a hotel aims to make its guests feel comfortable, it usually has supporting facilities to give it the perfect touch. During this time, if these supporting facilities allow for various design offerings and facilities, and also provide comfort in carrying out their activities so that guests' needs are met during their stay at the hotel, the hotel will be very far from perfect. Leaders usually not only affect the quality of service, but also the quality of the menu, which can increase revenue through the services offered by the hotel.

The transportation provided by the hotel can provide convenience, comfort and can be the best solution when guests request to be picked up. There is no solution if there is a problem with the quality of service and the leader or hotel receives a bad rating. This shows that the way the hotel treats guests and provides facilities is what makes the hotel have a good rating and makes many people stay at the hotel.

If the leader can be heard by the hotel owner to complete the missing facilities, the assessment will be heard. Listening well is one of the things that is highly appreciated by guests. Facilities and infrastructure are better shown by listening to the interests of the owner. Problems that often occur in hotels when employees' skills, knowledge, and work attitudes are not good often result from interdepartmental conflicts with hotel leaders. The grouping is based on the guest's evaluation of the quality provided by the hotel. When accommodation services are faced with complaints where the leader provides the best solution and still receives complaints, it can usually be resolved if the leader or employee checks whether there are actions that can solve the guest's complaint problem. In dealing

with guests, they usually acknowledge complaints, apologize, and immediately resolve guest complaints.

When listening to guests' complaints, hoteliers will usually provide solutions to the problem in a friendly manner and arrange a schedule to keep the situation calm. Showing an attitude by stating that they want to help is one of the ways a leader should maintain communication intonation. Guest dissatisfaction is a bad decision for a hotel. Therefore, leaders usually respond well to complaints and ensure that good progress continues in responding to complaints.

The leader's courtesy and responsibility are usually provided by guests when conducting surveys and evaluations, and give them a good time when paying attention to complaints. Leaders build friendliness and improve the quality of service, they feel welcome with criticism, suggestions and complaints, and usually guests come back on their next visit not long after the service. Helping guests is something that hotels must do and maintain, because it is a judgment over time.

A leader's problems usually arise from the satisfaction of the quality of service provided to guests. A leader must be able to adapt to the surrounding circumstances and control them. Therefore, character-based leadership efforts in improving the quality of guest services are a consideration for a leader to adjust the position in the hotel. Hotel leaders have different personalities and the position that the owner gives to the leader is important data for the leader. What is described in this document conveys the characteristics of the quality of service in the hotel. This shows that the leader is the most important person who organizes all strategies and activities of people in the hotel.

The hotel industry is very developed in society, because individual customers stay in hotels for work or vacation, and can order everything through various information. Guests obtain information in different ways, but guests usually stay at a hotel for a specific purpose. This is because the hotel is very busy with guests. Because leaders have a sense of responsibility to the owners, because they have added or returned capital to them. Because of this sense of responsibility, leaders are judged good or bad based on the results obtained from their performance.

Owners also have the right to assess the character of leaders and employees while they work. Leaders usually have many ideas for developing hotels. For this reason, this material discusses hotel leadership and in terms of the characteristics of leaders in dealing with guests regarding service quality, because this gives owners confidence in carrying out their work and allows them to exchange ideas in order to provide feedback.

3.2 Leadership Characters

In leadership, personality is indeed very necessary for a leader, because in this case it usually makes employees understand about the hotel and makes employees and guests feel comfortable so that they feel at home and return to the hotel to stay. Before entering the character of a leader also has traits that are good character, emotional, responsible, and other traits. Character refers to the values of human behavior related to self, and fellow humans, so that in a business environment including hotels can provide a leader who is needed to motivate his employees to work well.

Character will enable the emergence of confidence, while confidence will enable the emergence of leadership, so character is the key to determining the success of an organization, including the hospitality sector. Definition of character according to Soemarno and Soedarsono in [23] consists of moral values that are imprinted in us, through experience, hardship, sacrifice and environmental influences, into intrinsic values that are poured into the spirit system, which underlies thoughts, attitudes and behavior.

A leader also has a character in teamwork, it can be seen that teamwork is very important to improve performance. Cooperation according to Tracey in [24] is that it can improve communication within a team or department and share tasks and responsibilities to achieve common goals. With good cooperation between teams and departments, it has a positive impact on the quality of service provided to guests who stay. Good teamwork in a company ensures good communication between employees and between management and employees to build good teamwork will improve the quality of excellent service to guests [24]. Therefore, in the world of work, including the hospitality industry, employees also need systemic justice. Organizational justice itself also affects job satisfaction. Employees will feel more satisfied working in a company if they feel they are treated fairly by the organization. staff who feel they are not treated fairly in the organization, for example management gives special treatment to colleagues, tends to influence some staff to leave the organization Al-Zu'bi.

Leaders have a soul of character with a friendly, polite, and caring attitude towards others, which is achieved by considering or concluding things that need to be developed with leadership styles in organizations including hotels which are one of the key elements of organizational efforts to improve organizational performance and increase competitive advantage. The development of new knowledge born from organizational learning, reduces the likelihood of obsolescence of organizational competencies, keeps competencies dynamic, and supports performance improvement [25]. In carrying out his role, the leader is faced with all kinds of personality maturity, behavior, and character of his subordinates. Servant leadership is a type of leadership that prioritizes the needs, interests and desires of the community to ensure guest satisfaction. Understanding how to learn to receive and handle complaints and process feedback to improve service quality. A leader has different personalities and the needs of his guests often pose unique challenges in hotel life. Thus making him a leader who knows performance in improving the hotel.

Anyone can have the qualities and behavior of a person regardless of social class because some do not come from the status of good conditions and jobs that make a leader have skills. Skill or skill according to Suprpto in [26] is the ability to use reason, thought and ideas, and creativity to do something, change it, make it more meaningful, and create value from the results. Another definition defines skills as the ability to apply knowledge in practice to achieve the desired work results.

Leaders with great skills can identify problems, find appropriate solutions, and make wise decisions for the greater good. Leadership skills are essential for improving team effectiveness and productivity. Someone with good leadership skills provides the right support and guidance and understands the needs and characteristics of each staff so that each staff can maximize their potential. Leadership skills are usually used when a hotel needs leadership skills, which need to be given time as one's traits emerge. Skills also

emerge when a leader's competencies are needed in performance, both for the hotel and for individual employees. Skills training usually allows leaders to develop knowledge ideas in solving problems and bring positive results to their work.

The character of a leader is not limited to a certain status or high social status in society. This proves that a leader can be admired and owned by many people. The traits that a leader with good character must have are vision, courage, humility and others. A good leader can get people to work together to achieve goals and success without using coercion. The qualities possessed by leaders usually always result in good evaluations from employees and guests. Good leaders can be imitated if they perform well. The abilities acquired so far are usually carried out with optimal performance competencies.

The competencies carried out so far can be accepted if the motivation given, the characteristics and attitudes applied, behavior, responsibilities, vision and mission given by the owner make the leader perform better. Leader performance is an archival aspect of the owner's record for quality service to guests. So far, leaders have always provided good ideas and knowledge and provided questions and answers when employees asked questions. The company has always been effective, especially in hotels, because of its commitment to cleanliness, decision making, communication and guest expectations.

3.3 Guest Service Quality

Hotels provide the best service to attract and retain guests and maintain guest satisfaction. In today's business competition, where companies sell the same products, service is critical to developing a differentiation strategy. Good service can save bad food. There is no guarantee that a good main service can be replaced by another product service, but a bad service can be saved. This proves that service quality is a very important aspect for companies to consider. The quality of service provided indirectly achieves guest satisfaction [27].

A hotel certainly requires the best quality of service so that visitors feel comfortable when staying at the hotel. Service quality according to [28] is a measure of the success of a service that is determined by the level of satisfaction of service recipients. The service provided by a hotel to its guests is the main thing, because it relates to the comfort of the guests staying at the hotel. Guests may feel satisfied or dissatisfied with the services provided by the hotel, because guests according to [19] is a person who demands the best service offered by the hotel. Services provided by the hotel. If the service provided by the hotel to its guests is good, then guests will stay longer and plan to stay again the next time they will stay again the next time.

Meanwhile, the level of satisfaction of service recipients will be achieved if the service recipient receives the type of service he expects and needs. Concrete evidence of the quality of service provided by a hotel to its guests can be seen from its appearance and ability ranging from facilities and infrastructure to communication in meeting the needs of guests. The leader's ability to deliver must be in accordance with what is promised with timeliness, a trusted and accurate attitude, and carry out the same service plan without distinguishing guests. Hotels that provide fast and responsive service can make their guests feel cared for, with good managers able to respond to guest questions and complaints.

Hotels that build guest trust can ensure safety and quality of service without doubt, leaders have the ability individually to guests or employees to build good two-way communication. The goal of service quality is to meet or exceed guest expectations. The impact of service quality on guests is very important for a hotel. Therefore, hotels must have the right evaluation strategy and measurement system to ensure they can achieve the expected level of service quality. Quality service provides many important benefits for hotels, one of which is to improve services that can attract guests to return to stay. In service quality there must be reliability which is very important for guest satisfaction. Because consumers have just arrived at the hotel, the hotel must be open for business and ready to give consumers a good first impression of the reliability of hotel services [29].

A leader who can make the right decisions, adapt to change, and manage risks wisely will be better able to face the challenges that arise. Effective leaders also have the ability to build extensive networks, both inside and outside the organization, to optimize resources and solve various challenges through a collaborative approach [30]. Leaders have a strong commitment to listen and communicate skillfully and clearly, managers must have a sense of responsibility in making decisions. A leader is very happy when meeting and especially communicating with guests. Because it creates confidence in expanding knowledge.

The situation of having to bear everything if something happens that could cause you to be sued, accused, or prosecuted. People who have a sense of responsibility can develop their potential by learning to comply with their own and others' expectations and demands. A sense of responsibility for one's work means that one does one's work without being told, does not blame others at work, enjoys one's work, and is able to make different decisions from others among the employees.

Service quality has ethics, so it is the application of practical knowledge in conversations with guests, and leaders must have good qualities and character towards guests and employees. Ethics according to [31] can be interpreted as habits and customs that refer to human behavior itself, behavior and attitudes that are considered correct or not. The priority in this field is to provide satisfactory service to consumers, because one day they will come back again to use hotel accommodation services.

To be able to provide services so that guests can comfortably use the service facilities of the hotel they visit, the hotel must ensure good performance of the entire hotel so that guests can feel comfortable and attract visitors. A good attitude or ethics or not a hotel service depends on guest expectations and staff attitudes towards the service system. Therefore, in the hotel industry, all hotel staff, regardless of position, must have good service ethics because they sell services that are directly related to guests. Good service ethics starts with the staff, including how they dress, how they speak, and how well they treat guests. The benefit of good ethics for the business world is to gain a good image and value in the community, thus encouraging the development of the hotel world.

The benefits are felt by hotel visitors because superior service ensures guest satisfaction and comfort. This service quality corresponds to the actions or actions of a person or an organization that aims to satisfy guests or employees. In general, quality refers to by a concept that is desired and the reality that is owned, this can certainly be created if the guest's wishes are fulfilled. Thus, service quality can also be understood as a necessary option. With this means requiring characteristics that are met with clear conditions.

Work environment according to Aziz in [9] is the environment around workers and can affect them in carrying out their assigned tasks. Agencies must be able to maintain conditions inside and outside the workplace to ensure employees work smoothly and safely. A work environment is said to be good or adequate if people can carry out their activities optimally, healthily, safely and comfortably. Work environment problems that occur at Premiere Hotel Tegal are related to employees and are caused by a lack of communication between employees in doing their jobs. Misunderstandings between employees that occur are often caused by hotels.

The working environment found in hotels usually results in employees feeling uncomfortable. Therefore, leaders usually persuade employees to stay at work, thus providing motivation while they are comfortable. Good management is usually found in a good, stable and productive work environment. Respectful communication ensures that employees work in a clean environment and allows guests to recognize employee achievements that contribute to making the workplace competitive with other hotels.

The work environment creates an atmosphere that provides peace of mind for optimal job performance. Making it easy for employees to work is important for leaders to improve work efficiency and productivity. If the work environment is poor, it will create an atmosphere and environmental conditions that will receive poor judgment from guests, usually resulting in low morale and lack of cleanliness in unfair service quality.

These processes can be interpreted in terms of the leader's competence and expertise in certain situations and goals. Leaders can move beyond the hotel aspect if they can actively develop and coordinate employees, which can be seen from their behavior in interactions, their ability to communicate effectively as a motivator for teamwork, handling responsibilities and listening to feedback to solve problems on the spot. Work.

When employee placement and performance are coordinated, it creates a sense of sincerity in the leader, which not only motivates other employees, but also helps them if they make a mistake. If the leader's sincerity and competence are aligned with the hotel's vision and mission, the leader can create considerable competence. It can also be explained that leaders focus on the company they work for. When leaders lead with a calm and positive attitude, they are appreciated by their employees.

Leading people is a job that consistently develops their skills in a focused and confident manner. Inspire and direct employees towards achieving the goals set by the hotel. An effective quality management system usually requires productive employees. Therefore, hotels must be able to select employees who remain qualified in their work and have a sense of courage, respect, good communication, agility, decision making and many other traits and emotions that employees possess.

5. Conclusion

In the business world, hoteliers travel to various cities, making hotels a place of accommodation for tourists during their stay. Hotels provide good facilities to make their guests feel comfortable, one of which is Premiere Hotel Tegal which has a themed concept in each room with different backdrops so that it becomes its own attraction. Making it the main choice of guests when traveling on business or vacation. The emergence of leadership character refers to the values of human behavior in relation to self and others, so that in a

business environment including hospitality can provide a need for a leader to motivate his employees to work well. So, everyone can have the traits and behaviors of a person regardless of their social class because some people do not come from unlimited occupational conditions and status. The leader's ability to deliver what is promised with timeliness, reliability, accuracy, and implementation of the same service plan, regardless of the guest. Hotels that provide fast responsive service can make guests feel cared for, with good management able to answer guest questions and complaints, with the aim of fulfilling character-based leadership efforts in improving the quality of guest services being a consideration for a leader to adjust positions in the hotel.

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